Rutu Upadhyaya | UX Design Leader

510.861.6002 | rutu.upadhyaya@gmail.com | rutufolio.com | linkedin.com/in/rutuupadhyaya/

SUMMARY

UX design leader with over a decade of experience crafting solutions optimized for user engagement that drive product innovation across **MedTech**, **PharmaTech**, **Security**, and **Enterprise** sectors. Skilled in simplifying complex workflows to create intuitive experiences. Expert at prioritizing and delivering **multiple concurrent projects** on time without compromising quality. Recognized for building and mentoring collaborative, results-driven design teams and fostering strong cross-functional partnerships. Believes effective design leadership is about empowering each team member and creating meaningful impact, one thoughtful interaction at a time.

PROFESSIONAL EXPERIENCE

Principal Designer at enso9 (2023 - Present)

- Spearheading 0-to-1 products, creating foundational UX frameworks and establishing core user interactions to drive a seamless product launch.

- Optimized data collection, research, and design processes using AI tools, reducing initial turnaround time by 30% to 40%.

- Driving cross-functional alignment with engineering to define product strategy and roadmap, ensuring alignment with user needs and business goals.

- Establishing a user-centered design process, resulting in increased user engagement and satisfaction.

Director of Design at BrightInsight (2019 - 2022)

- Built and led a design team, growing it from 1 to 5 members to deliver user-centered solutions for 10+ concurrent projects across iOS, Android, and web platforms.

- Elevated project efficiency by 45% by implementing a new design system and integrating the design team's workflow with the company's development process.

- Boosted customer satisfaction by approximately 30% by establishing design processes for clients and advocating for design in customer calls.

- Directed user research, risk analysis and usability testing, achieving a significant decrease in user error rates and improved task completion rates.

- Partnered with cross-functional teams to successfully launch healthcare products, consistently contributing to revenue growth.

Principal Designer at enso9 (2015 - 2019)

- Led research and design initiatives for a diverse portfolio of enterprise and medical products, including a VOIP B2B platform, a B2C smart cushion web app, and a health information website.

- Oversaw the entire design process from concept to implementation, ensuring alignment with client goals, user needs, and industry standards.

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Interaction Designer at McAfee (2011 - 2012)

- Designed desktop applications for vulnerability management and Windows 8 tablet applications, incorporating qualitative research and aligning with business objectives.

- Reduced project turnaround time by nearly 50% by fostering cross-team collaboration, leading regular updates, and ensuring timely follow-ups to keep all stakeholders aligned and on track.

SKILLS

Leadership & Collaboration:
Team Leadership, Mentorship, Cross-functional Collaboration, Communication, Strategic Planning, Problem-Solving, Proof of Concepts for sales pitch.

UX Design:
User Research and Testing, Information Architecture, Interaction Design, Visual Design, Prototyping, Wireframing, User Flows, Design Systems, Accessibility.

Design, Productivity and AI Tools:
Figma, Miro, Jira, Confluence, ChatGPT, Gemini, UXPilot, Galileo AI.

EDUCATION

Master of Web Design and New Media (Specialized in User Experience),
Academy of Art University, San Francisco
Bachelor of Architecture,
Sir JJ College of Architecture

CERTIFICATIONS

- Human Computer Interaction, **MIT CSAIL**
- Human Computer Interaction, **Stanford University**
- Patient Journey Mapping, **TU Delft University**

MENTORING

ADPList - Rated as a Top 50 female mentor in Design Operations